

FIG. 2a

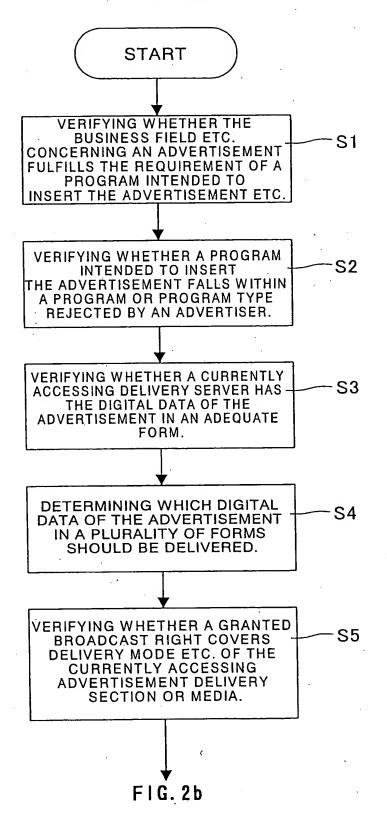
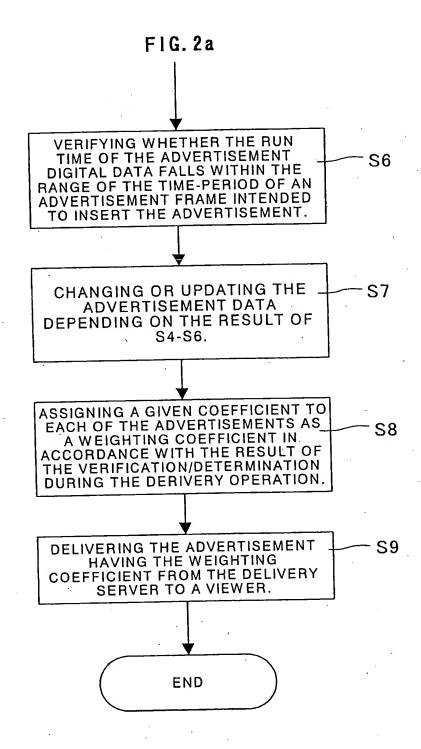
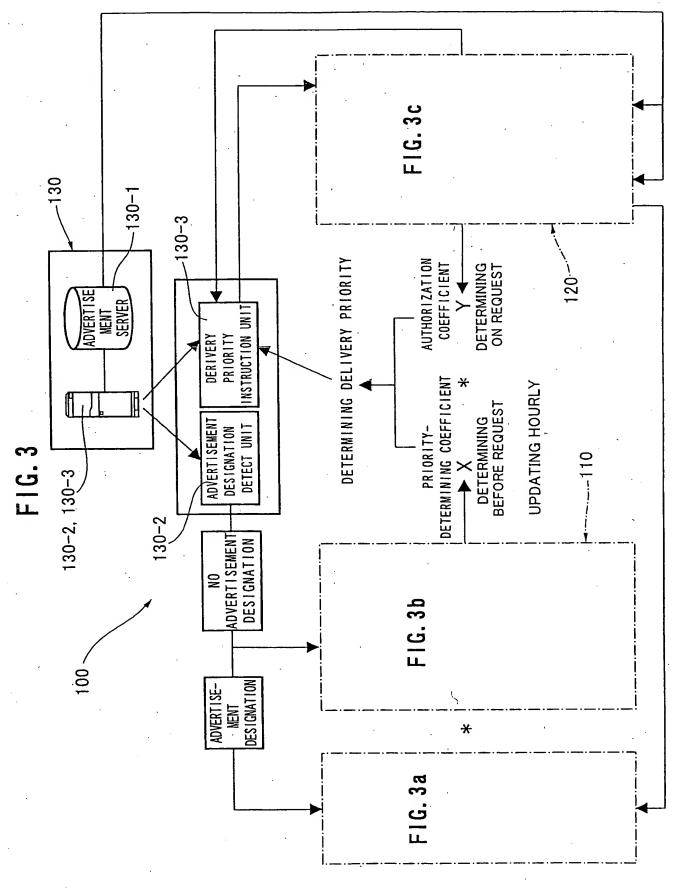
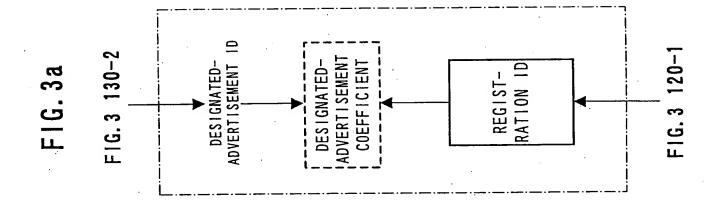
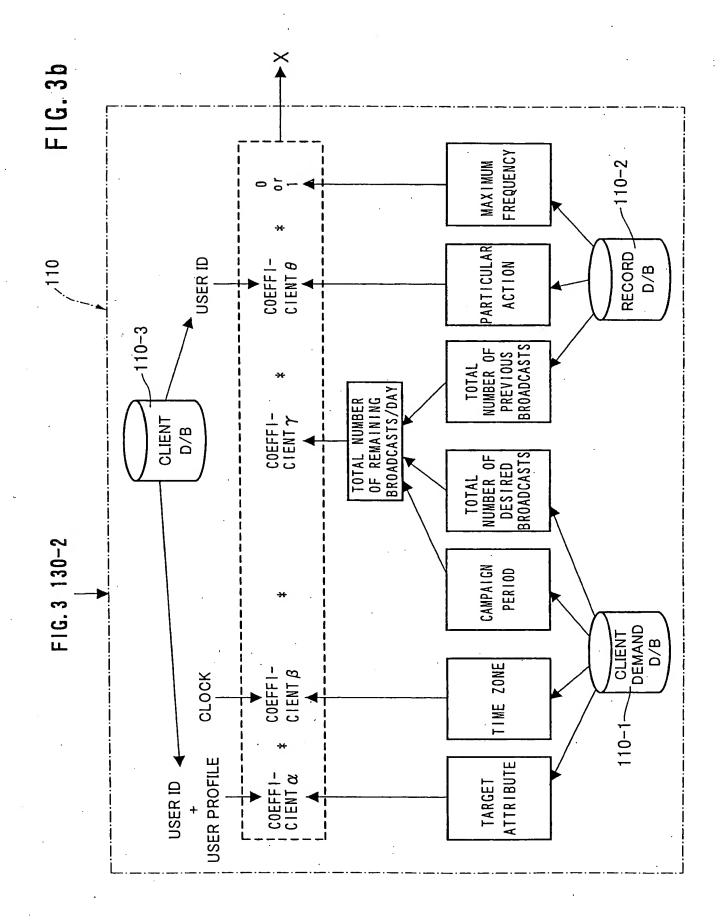


FIG. 2b









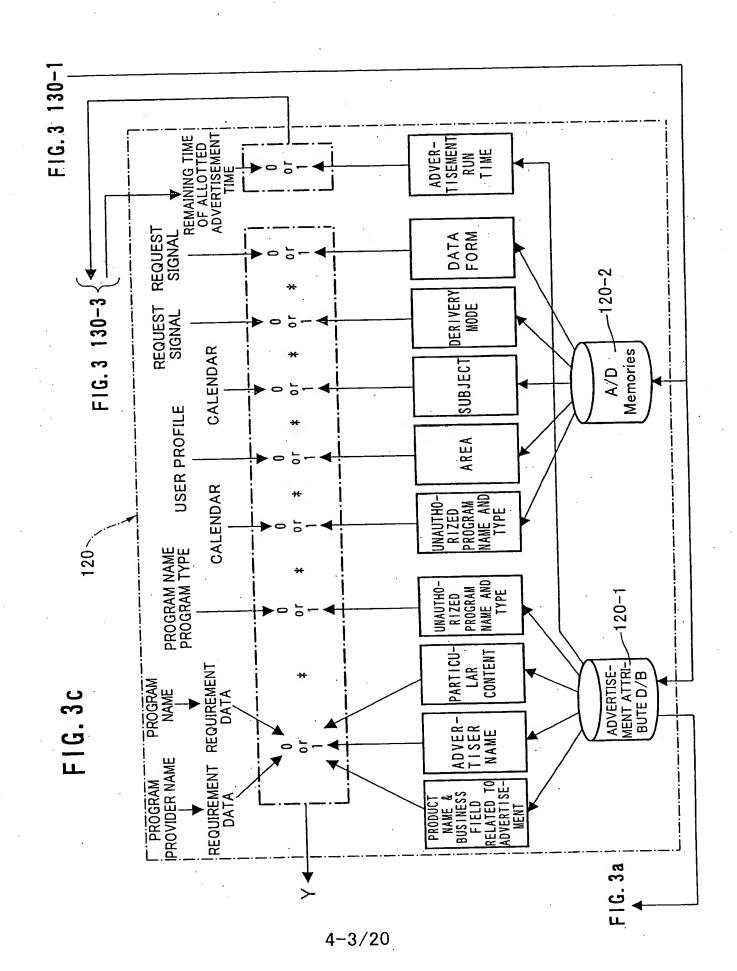


FIG. 4a

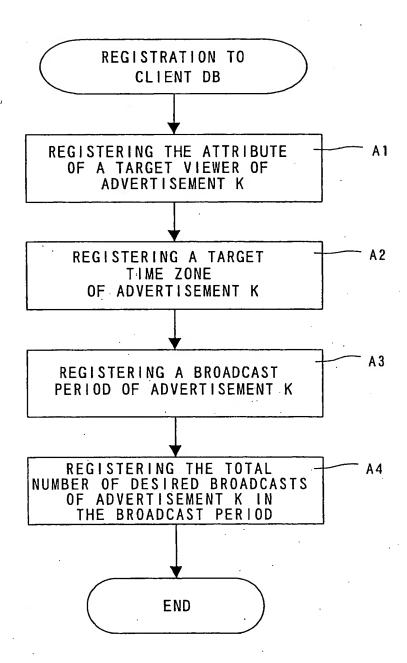


FIG. 4b

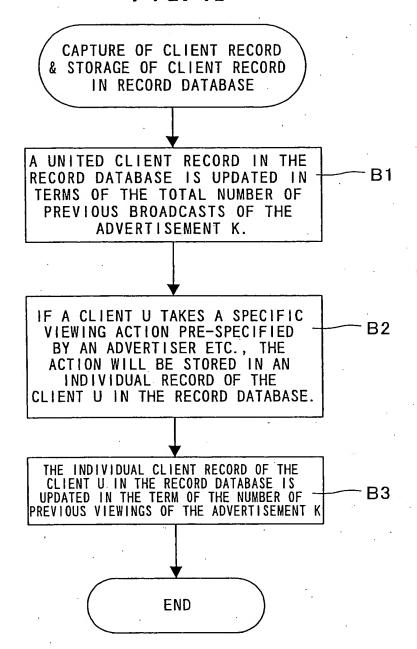


FIG. 4c

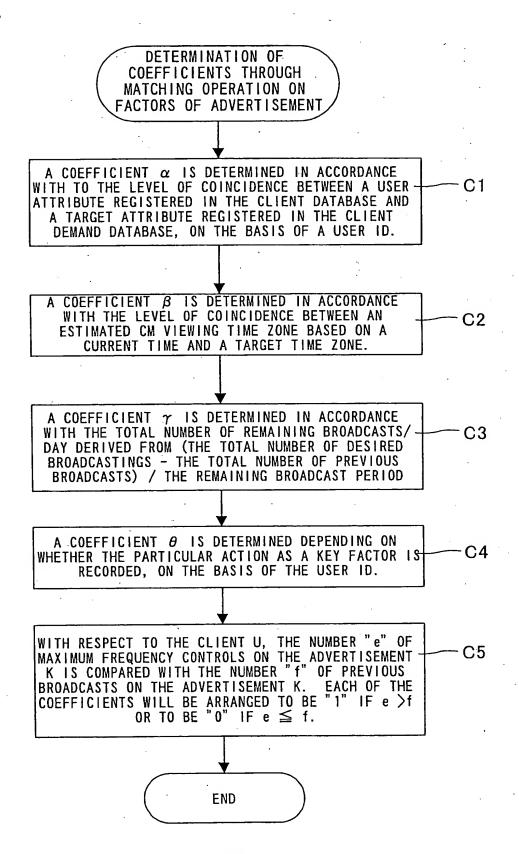


FIG. 4d

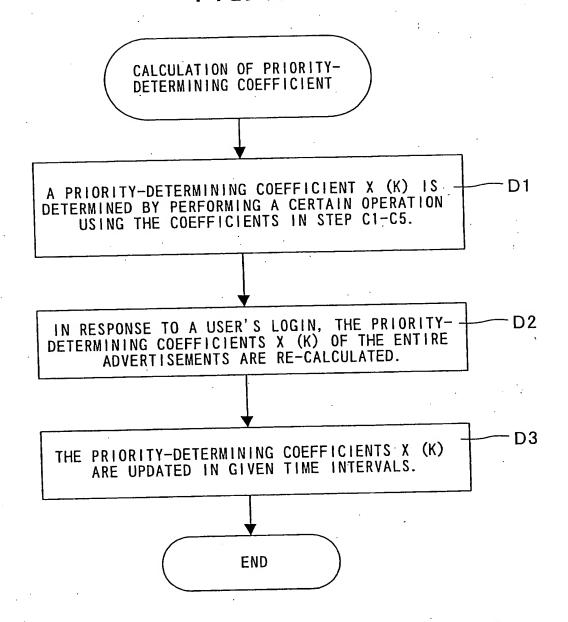


FIG. 4e

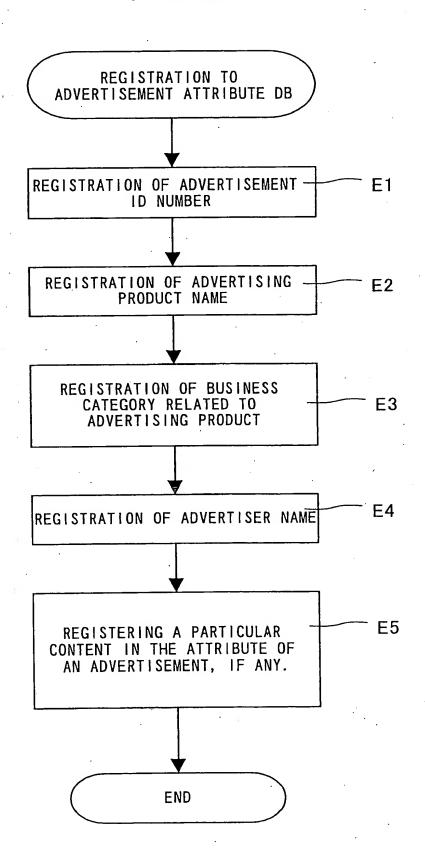


FIG. 4f

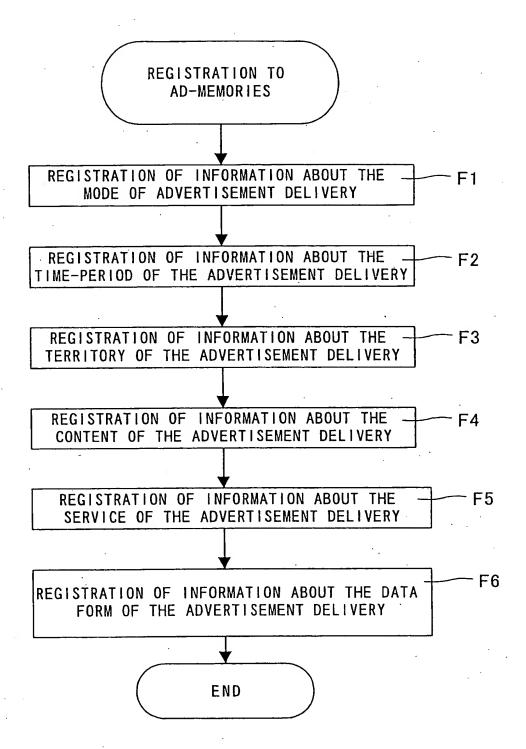


FIG. 4g

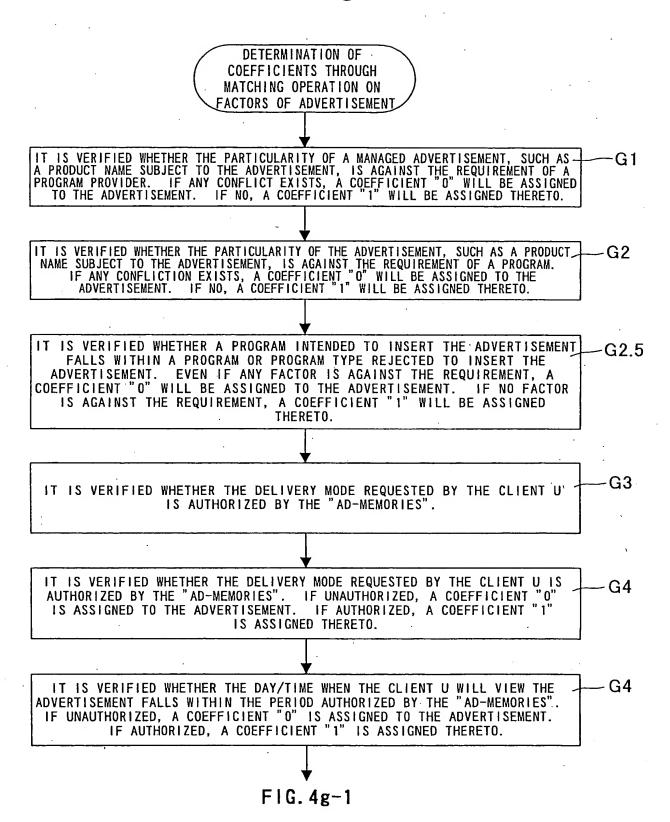


FIG. 4g-1



AS AN ALLOWABLE VIEWER BY THE "AD-MEMORIES". IF UNAUTHORIZED, A COEFFICIENT "O" IS ASSIGNED TO THE ADVERTISEMENT. IF AUTHORIZED, A COEFFICIENT "1" IS ASSIGNED THERETO.

G6

G8

IT IS VERIFIED WHETHER THE BROADCAST SERVICE TO BE VIEWED BY THE CLIENT U IS AUTHORIZED AS AN ALL OWABLE SERVICE BY THE "AD-MEMORIES". IF UNAUTHORIZED, A COEFFICIENT "O" IS ASSIGNED TO THE ADVERTISEMENT. IF AUTHORIZED, A COEFFICIENT "1" IS ASSIGNED THERETO.

IT IS VERIFIED WHETHER THE DATA FORM OF THE ADVERTISEMENT TO BE DELIVERED TO BROADCAST IT IS AUTHORIZED AS AN ALLOWABLE DIGITAL FORM BY THE "AD-MEMORIES". IF UNAUTHORIZED, A COEFFICIENT "O" IS ASSIGNED TO THE ADVERTISEMENT. IF AUTHORIZED, A COEFFICIENT "1" IS ASSIGNED THERETO.

END

FIG. 4h

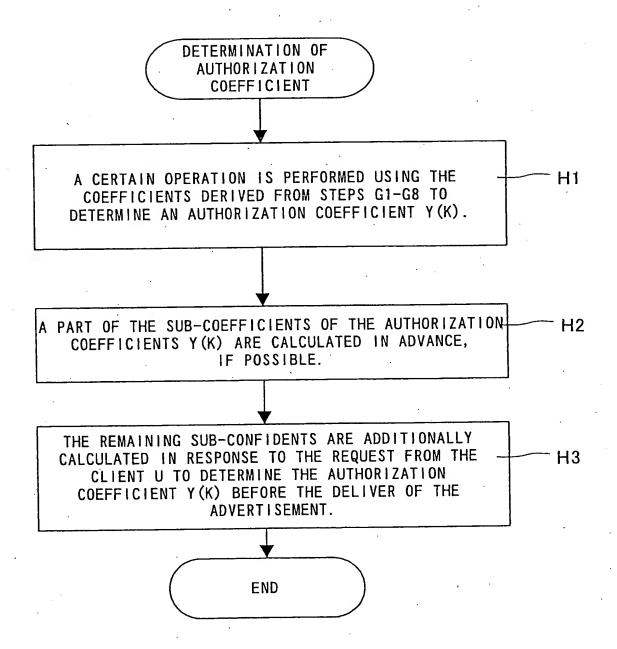


FIG. 4i

DETERMINATION OF DELIVERY PRIORITY

WITH RESPECT TO ALL OF ADVERTISEMENTS

ACCUMULATED IN THE ADVERTISEMENT SERVER 130-1,

A VALUE DERIVED FROM MULTIPLYING THE PRIORITY

-DETERMINING COEFFICIENT X(K) BY THE

AUTHORIZATION COEFFICIENT Y(K) IS OBTAINED TO

DETERMINE A DELIVERY PRIORITY SUCH THAT A

HIGHER PRIORITY IS GIVEN AS THE OBTAIN VALUE

IS LARGER (STEP I).

END

FIG. 4j

DETERMINATION OF DELIVERY SCHEDULE

ON THE BASIS OF THE DELIVERY PRIORITY
DETERMINED AT STEP I, AN ADVERTISEMENT
DELIVERY PRIORITY IS DETERMINED IN
CONSIDERATION OF AN ADVERTISEMENT INSERTION
TIMING AND AN ALLOTTED TIME AT THE
ADVERTISEMENT INSERTION TIMING.

J1

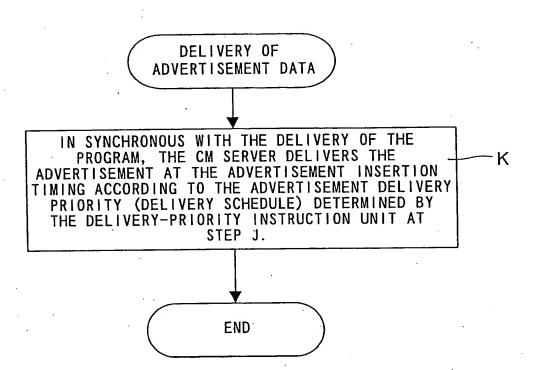
J3

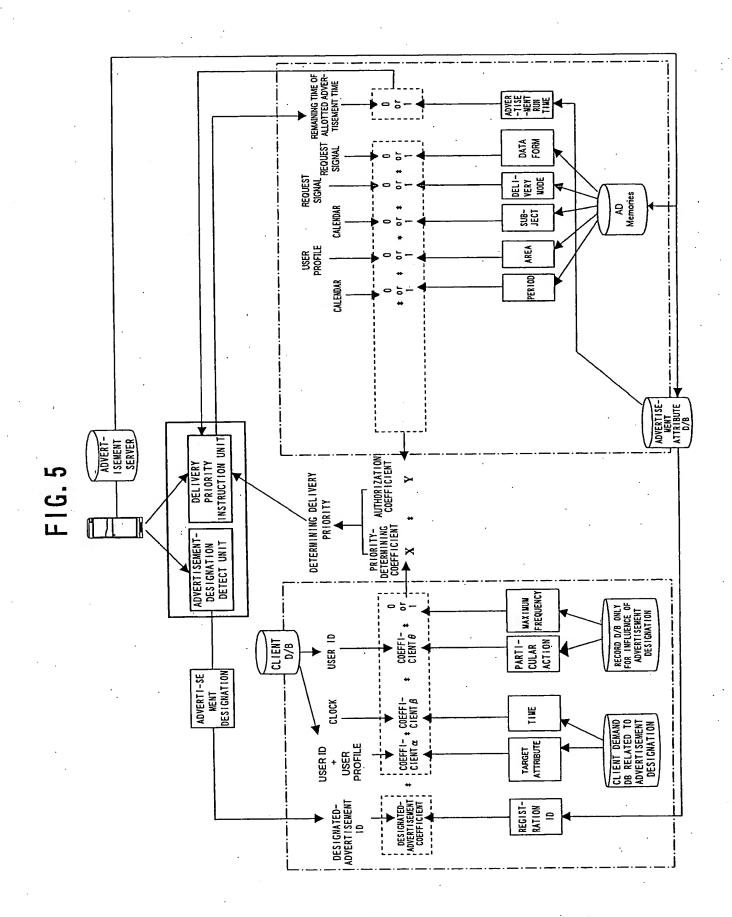
IF ONE ADVERTISEMENT HAVING A TOP DELIVERY
PRIORITY HAS A BROADCAST TIME FRAME OR RUN TIME_
"f" WHICH IS GREATER THAN AN ALLOTTED TIME "g" AT
THE FIRST ADVERTISEMENT INSERTION TIMING (f > g)
, A COEFFICIENT "O" WILL BE ASSIGNED TO THE
ADVERTISEMENT, AND THE ADVERTISEMENT WILL HAVE
THE SECOND PRIORITY RANKING.

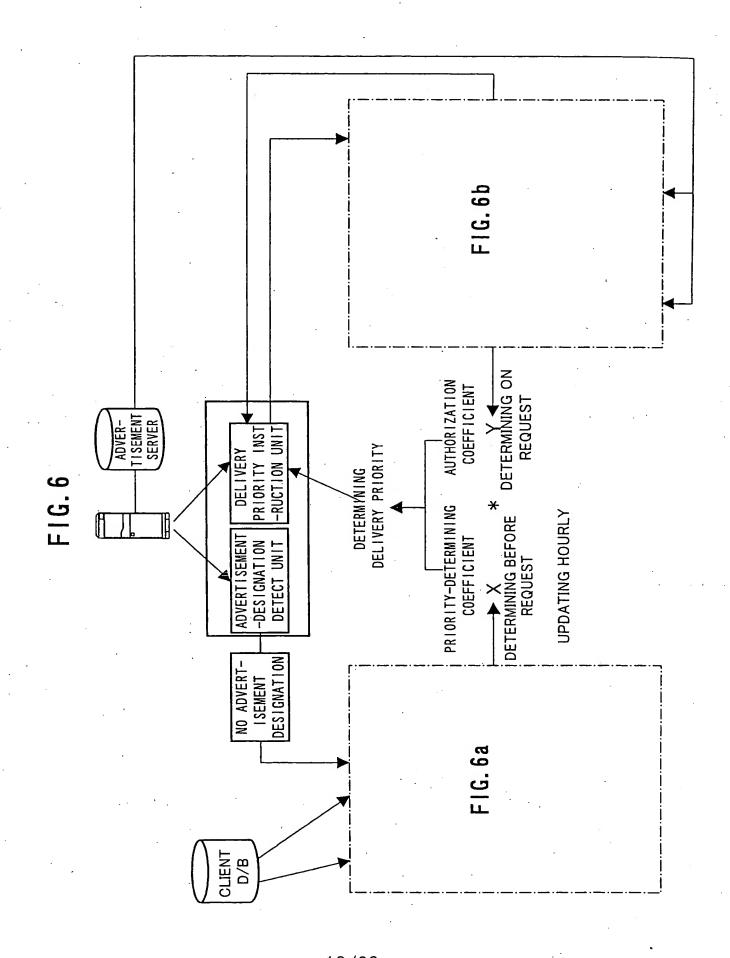
IF ONE ADVERTISEMENT HAVING A TOP DELIVERY
PRIORITY HAS A R RUN TIME "f" WHICH IS EQUAL TO
OR LESS THAN AN ALLOTTED TIME "g" AT THE FIRST
ADVERTISEMENT INSERTION TIMING (f ≦ g), A
COEFFICIENT "1" WILL BE ASSIGNED TO THE
ADVERTISEMENT, AND DELIVERY-PRIORITY INSTRUCTION
UNIT WILL DETERMINE AN INSTRUCTION OF THE
DELIVERY SCHEDULE OF THIS ADVERTISEMENT AND
OUTPUT THE INSTRUCTION TO THE CM SERVER.

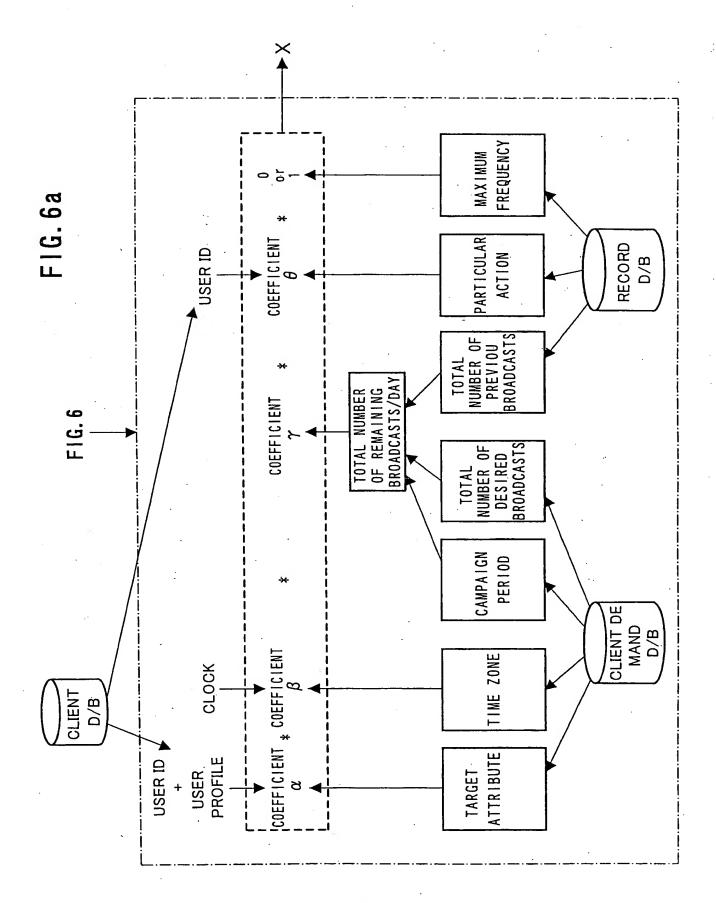
END

FIG. 4k

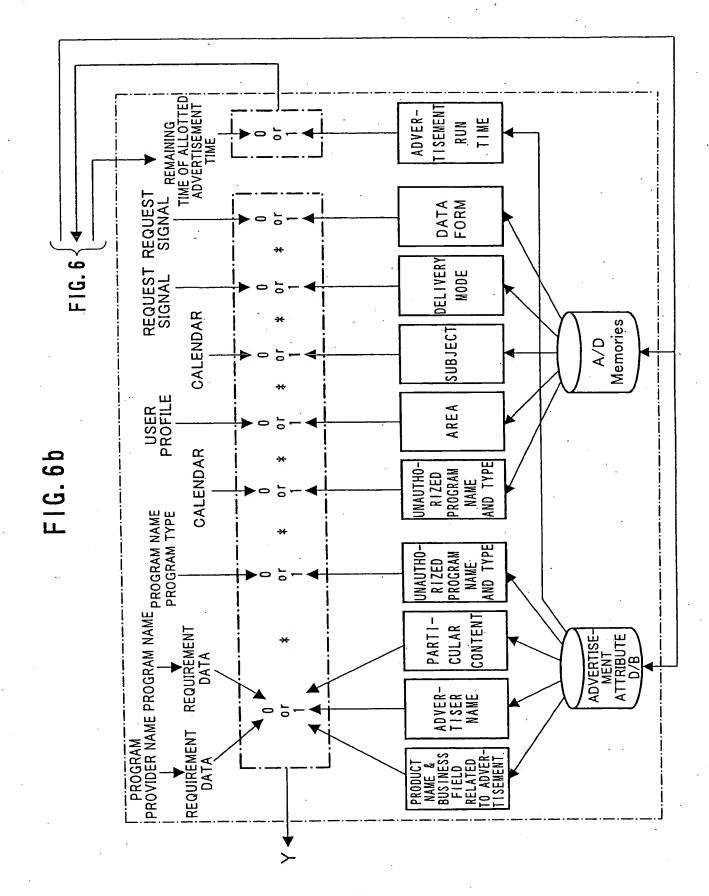








18-1/20



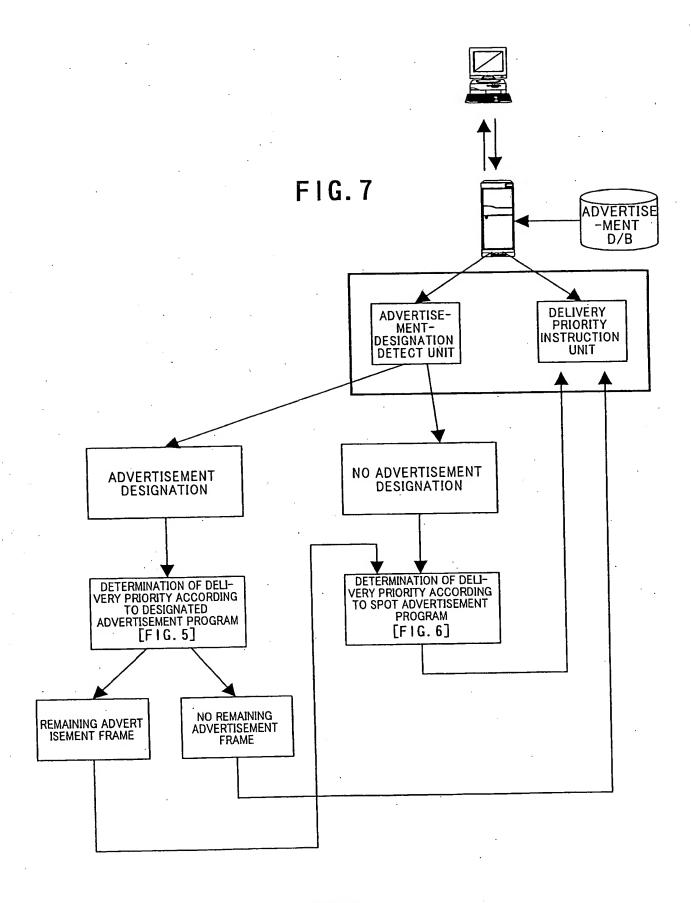


FIG.8

